This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1.   (original):   A method for fulfillment of institutional business card and stationery product orders, said method comprising the steps of:

providing a requestor interface for entry of a distributed user's print order, said requestor interface being adapted to enable the user to select a company tailored product according to a predeterminable profile; and

processing the user's print order through a processor interface, said processor interface being adapted to directly generate a pre-press product automatically incorporating said predeterminable profile into said tailored product.

Claim 2. (original): The method as recited in claim 1, wherein said providing a requestor interface step comprises the step of generating a prototypical product record.

Claim 3.   (currently amended):   The method as recited in claim 2, wherein said prototypical product record comprises a template ~~sufficient~~ to ~~completely~~ define the typography of a specific company tailored product.

Claim 4. (original): The method as recited in claim 3, wherein said template comprises tracking, kerning and text adjustment information for said specific company tailored product.

Claim 5. (original): The method as recited in claim 4, wherein said template further comprises graphics placement information for said specific company tailored product.

Claim 6. (original): The method as recited in claim 3, wherein said providing a requestor interface step further comprises the step of developing a list of fields according to said prototypical product record, each said field comprising an element of said company tailored product's specification.

Claim 7. (original): The method as recited in claim 6, wherein said providing a requestor interface step further comprises the steps of:

generating a plurality of prototypical product records; and

developing said list of fields according to said plurality of prototypical product records.

Claim 8. (original): The method as recited in claim 6, wherein said providing a requestor interface step further comprises the step of defining a database management system, said database management system being adapted to collect and store data according to said field list.

Claim 9. (original): The method as recited in claim 8, wherein said predeterminable profile comprises at least some of said data collected according to said field list.

Claim 10. (original): The method as recited in claim 9, wherein said predeterminable profile comprises user-indicative information.

Claim 11. (original): The method as recited in claim 10, wherein said predeterminable profile further comprises company-indicative information.

Claim 12. (original): The method as recited in claim 8, wherein said predeterminable profile further comprises company-indicative information.

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Claim 13. (original): The method as recited in claim 12, wherein said user interface comprises a server-side scripting environment.

Claim 14. (currently amended): The method as recited in claim 12, wherein said processing step comprises the step of merging at least a portion of said data collected according to said field list with said template of said prototypical product record to directly generate said pre-press product.

Claim 15. (original): The method as recited in claim 12, wherein said processing step comprises merging at least a portion of said data collected according to said field list with said template of said prototypical product record to directly generate said pre-press product.

Claim 16. (original): The method as recited in claim 14, wherein said pre-press product comprises a copier command set.

Claim 17. (original): The method as recited in claim 14, wherein said providing a requestor interface step further comprises the step of formulating a script, said script being adapted to automatically format said data collected according to said field list for merging said template of said prototypical product record.

Claim 18. (original): The method as recited in claim 17, wherein said processing step further comprises the step of formatting said portion of said data through said script prior to said merging with said template step.

Claim 19. (original): The method as recited in claim 17, wherein said script is further adapted to automatically import graphics data into said template of said prototypical product record according to the content of said data collected according to said field list.

Claim 20. (original): The method as recited in claim 19, wherein said processing step further comprises the step of importing graphics data into said template of said prototypical product record.

Amendments to the Drawings:

The attached sheet of drawings includes changes to Figs. 4, 6, 10, 11, 13, 15, 16, 17, 18, 19, and 20. These sheets replace the original sheet including Fig(s). 4, 6, 10, 11, 13, 15, 16, 17, 18, 19, and 20.

Attachments: Replacement Sheets 4, 6, 10, 11, 13, 15, 16, 17, 18, 19, and 20.